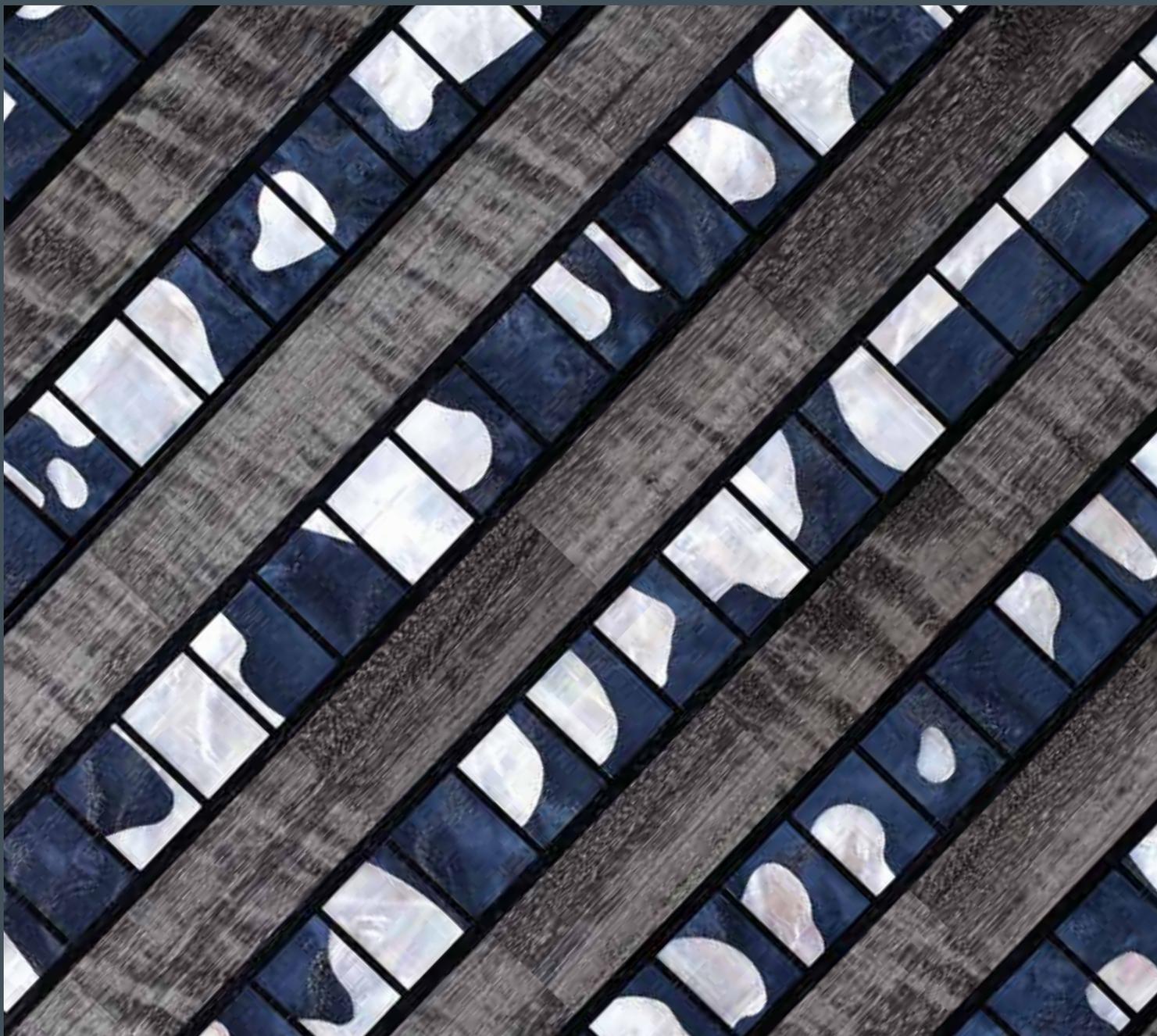


Superyacht

INTERIOR DESIGN

EXTERIOR SPACE

CREATIVITY AND ARCHITECTURE



DESIGN

CASE STUDY

With the launch of *Topaz* and *Atalante*, we visit Hoek Design in Edam, the Netherlands.

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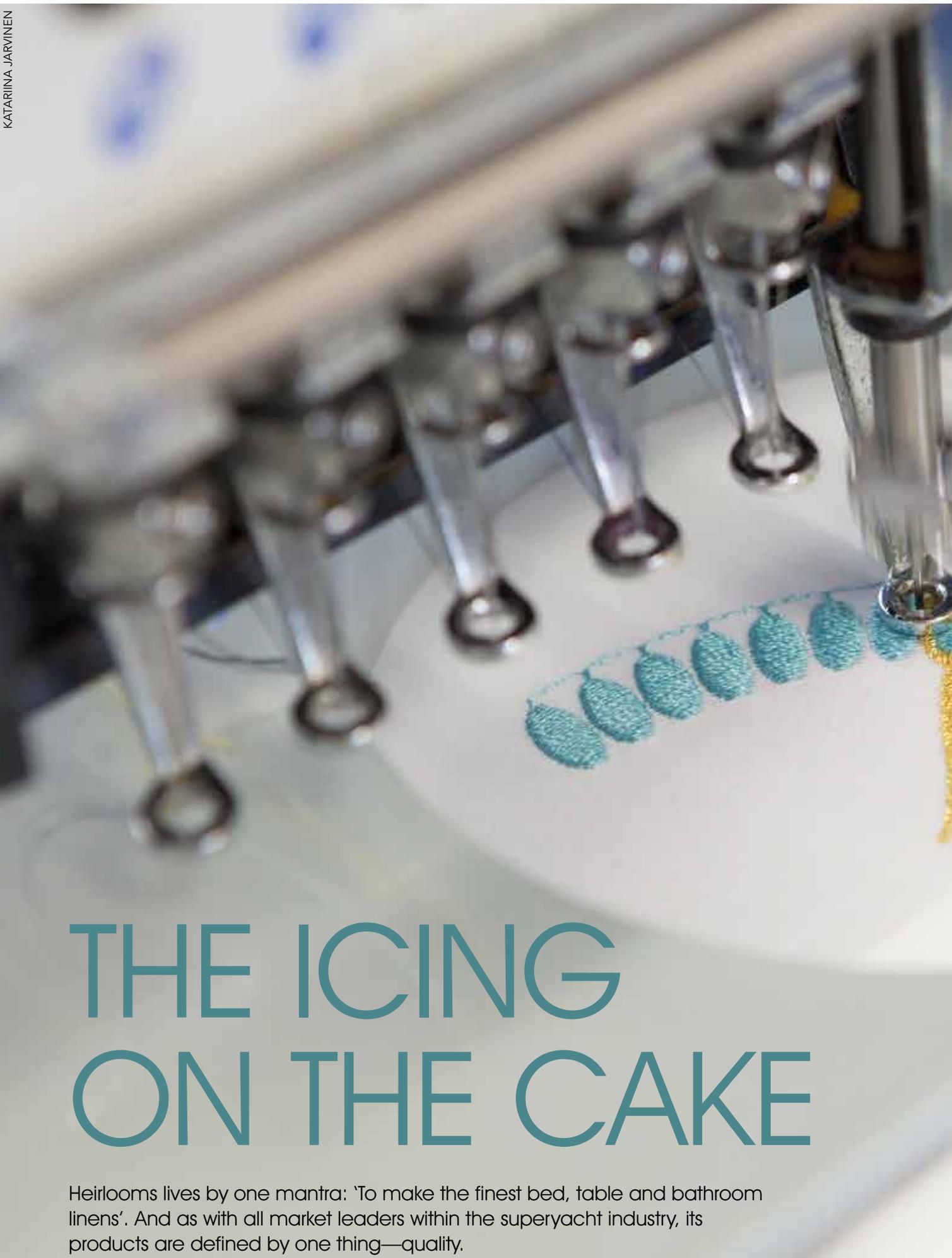
From fashion to passion, Peter Mikic discusses the importance of following your intuition.

IN BUSINESS

The partner of choice in Italy, Videoworks looks to expand its market share in northern Europe.

DESIGN EVENT

Shaped by three core themes, we provide an overview of this year's SuperyachtDESIGN Week.



THE ICING ON THE CAKE

Heirlooms lives by one mantra: 'To make the finest bed, table and bathroom linens'. And as with all market leaders within the superyacht industry, its products are defined by one thing—quality.



There is something implicit in the definition of an artisan that requires a company to have established a rich legacy of produce. However, this is invariably in contrast to the short-term profiteer/exit strategy practised by many manufacturers and suppliers in the superyacht market.

Not so for Heirlooms. The creator of bespoke linens first started crafting fine fabrics in a workshop on England's south coast in 1984 and, having outgrown it soon afterwards, moved to a larger facility that the company still occupies today. But while its fabrics are sourced from every continent around the globe, the West Sussex workshop still plays host to Heirlooms' expert team of designers, cutters, machinists and embroiderers.

A heritage spanning 31 years is impressive enough, particularly with clients as discerning as superyacht owners. But this is to be expected from a company that commands an illustrious Royal Warrant for both the Queen and the Prince of Wales.

"We spend a lot of time sourcing our materials and we have worked with a number of our weave mills for a very ►

long time,” says general manager Ruth Douglas. “And we regularly check to ensure that the fabrics we procure are of the very highest standard. But as a manufacturer we have extensive experience of working with different fabrics and the processes required to manufacture an item, which we use to ensure what we make meets the client’s requirements.”

Douglas and her team have amassed a global supply chain of premium fabric producers, enabling Heirlooms to deliver any design or creation envisaged. Having sourced the very best, “we’re responsible for checking the fabric for any faults, and if the fabric has a particular jacquard, we cut it in the right way.” Even how the company sources its cottons is very important, “so that the companies we work with are also looking at the sociability and environmental element of the weaving process, and then we look at how they are woven and dyed.”

There is a propensity, she says, to work with Italian companies because they have the world’s finest weaving mills for the creation of Egyptian cotton. However, when it comes to the manufacturing process, “we have the edge in terms of attention to detail and our creativity.” Douglas believes that this edge is achieved through retaining all of the company’s talent on-site, so that the design team can work alongside the people manufacturing the linens at every stage of the project. This turnkey service provision means that the exacting Heirlooms standard is never compromised by external interference.

Some clients approach Douglas with a very specific brief but due to the company’s reputation and expertise in what is a very esoteric process, many also present an overall

brief, or mood board, for the vessel and invite her and the team to interpret it. The team then works alongside the shipyard or designer to develop CAD drawings that can be presented to the client. Once a design is agreed upon, Heirlooms produces a series of samples which capture the final feel and style of the product, and when everything is agreed upon, production begins.

Being awarded a Royal Warrant is a testament to the quality of Heirlooms’ products, but this prestigious title is more than just a moniker. The company first started supplying the Royal household in 1995, having retained its honourable client for 10 years, and was awarded the Royal Warrant in 2005. It has since been renewed in 2010 and 2015, an enviable marque of consistent quality of service.

“The warrants are very much a demonstration of the high standards that we have as a manufacturer—the service, the quality, the excellence of craftsmanship and knowledge of fabrics, environmental and social responsibility, and integrity,” says Douglas. She attaches much importance to the corporate social responsibility element of the warrants, highlighting the work Heirlooms has put into its apprenticeship programme which is under development alongside the expansion of production capacity.

As well as underlining Heirlooms’ delivery of these key business principles, a Royal seal of approval is a powerful advocacy tool among high society. “It certainly is for our Middle Eastern and Russian clients,” says Douglas, “but although we have it, we don’t rest on our laurels. It just so happens that the day-to-day ethos of the company is cemented in the principles of the warrant. So, while ▶



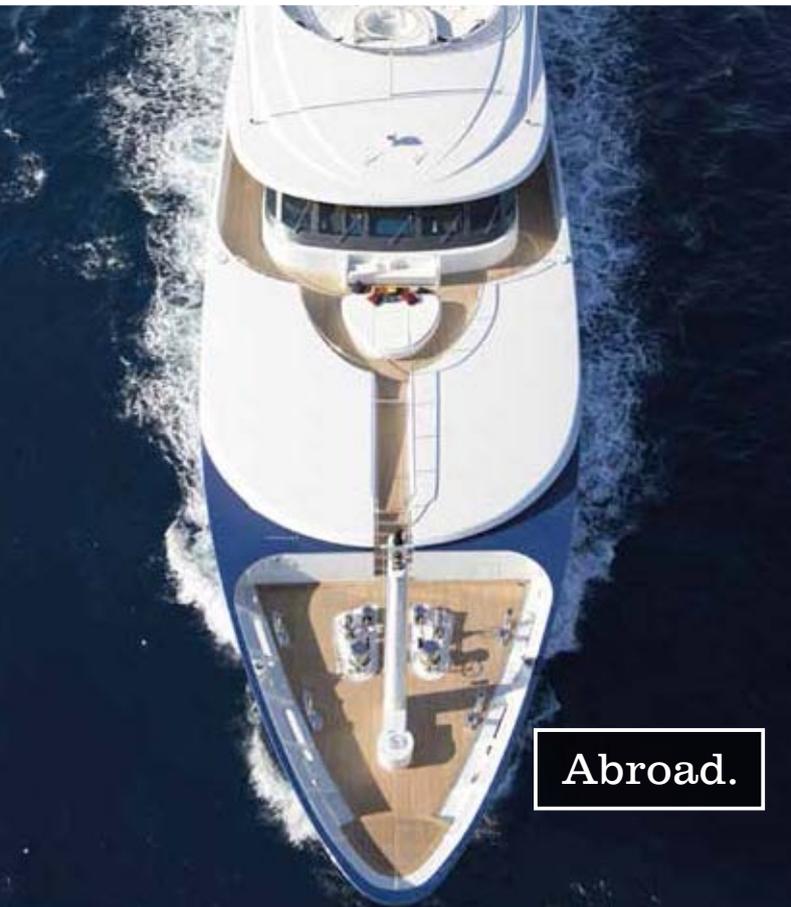
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COURTESY OF HEIRLOOMS



KATARIINA JARVINEN



Abroad.



Aboard.



it's important to our overseas customers, it's not something we rely on."

Despite having worked extensively in the private aviation, residence and luxury hotel sectors, Douglas retains a fondness for the idiosyncrasies of superyacht projects. Although she is bound by secrecy on much of her work on superyachts, there are a few benevolent owners willing to have their projects revealed. "When you look at the superyacht industry it's all about pushing the boundaries of innovation and technological creativeness, and we see that applying to our business, even if it is only linens! It's still important to look at new designs, technologies and new ways of doing things," she says.

Because Heirlooms has complete autonomy over its processes, it is able to meet the bespoke demands of individual clients. Having established exactly what the client wants, the company then liaises with the head machinist

to establish precisely how long the project will take and how much it will cost. "We discuss how we think each item will be designed, the best way to make it from both a time and durability perspective, how different fabrics work together and how they wash together: we have to consider the whole template.

"We supplied the original linens for *Maltese Falcon*, which continues to be a very innovative project," says Douglas. "We also produced all of the linens for *Solandge*, which are beautiful because we took elements of the wooden panelling and created designs on the bed linen that matched. We've worked on some 90m-plus vessels where the owners' wives really embraced what we can do as a company, and have been very involved in creating bespoke linens for each cabin of the boat. They then decided they would do the same for their properties. They will send us ideas of what they would like and we turn them into reality." ►



ANDY CAHILL

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OWNER'S CABIN ON CANDYSCAPE II

COURTESY OF HEIRLOOMS

Other high-profile clients include Candy & Candy, which led to work on One Hyde Park and superyachts *Candyscape*, *Candyscape II* and *Nirvana*. To demonstrate the breadth of Heirlooms' offering, the company supplies production builders Sunseeker and Oyster, as well as prolific Middle-Eastern yard Gulf Craft. Of the latter, Douglas says linens play a very significant role in a vessel's interior and the company demands a unique style.

While linens are a very niche product compared to the on-board structures and systems that grab the headlines when a superyacht is launched, they have a disproportionate impact on the quality of the on-board experience. "It's the one thing that can often be forgotten and yet is the one thing people remember," says Douglas. "Obviously, the launch of the yacht itself and the systems that keep it moving are vital, but we consider what we do to be the icing on the cake; when the client gets into bed at night and thinks, 'This is pure luxury'."

When it comes to linens, it is not a case of

delivering the most ornate finish, but rather producing a product that perfectly sets the tone of the interior and reflects the overall quality of the yacht itself. The superyacht supply chain is so broad that for the myriad niche companies that comprise it to enjoy any longevity in the industry, they must constantly strive for ever greater quality. Having moved into its fourth decade of business, there is no doubt Heirlooms is doing something right. But what is this *je ne sais quois* it possesses?

"We're in this industry for the long-term and we work alongside the crew and owner's team to make their lives as easy as possible," says Douglas. "I think that partnership is very important. It's our job to make sure we're giving the right advice and the product fits. If we think something isn't right we will pass on that advice and we will impart our knowledge to help them make important decisions. They do see us as part of the overall support mechanism and part of making the superyacht experience the best that it can be." ■